



GEORGE WU

Art Director
george.wu@wudezign.com

MXM INTERACTIVE ART DIRECTOR

JUN 14 - PRESENT

- Participate/lead in the concepting and creation of digital products, applications, web and mobile web, etc.
- Support the CD and account teams in ensuring the work reflects the clients' business and brand requirements.
- Work closely and collaboratively with team and clients

GENEX SR. INTERACTIVE DESIGNER

APR 11 - JUN 14

- Provide creative and UX concepts for CD and ACD on agency projects.
- Concept and design for brand web sites, banners, social media apps, and email campaigns.
- Work with inter-agency departments to launch projects on time.

O'GRADY MEYERS INTERACTIVE DESIGNER

MAY 08 - MAR 11

- Responsible for creating concepts and designs for few Nestlé brands on websites, email promos, FB apps, and banners.
- Manage multiple design projects and meet deadlines.
- Collaborate with other internal departments to deliver the projects on time.

FLUX SR. DESIGNER

JUN 06 - MAY 08

- Responsible for providing design support for FLUX.com and creating community pages for publishers from the broadcast, music, and sports industries.
- Supervised overall visual solutions on Publisher pages.
- Managed designers/freelancers on various projects.

DEUTSCH INTERACTIVE DESIGNER

APR 06 - APR 06

- Responsible for designing interactive projects under AD's vision.
- Projects ranged from Flash animation, interactive banners, email design, and site updates.
- Worked on consumer brands such as T.G.I.Friday's and Real California Cheese.

EDUCATION THE ART INSTITUTE OF CALIFORNIA

JUN 00 - JUN 03

Bachelor of Science in Graphic Design

AD CONCEPT WORKSHOP THE BOOK SHOP

JAN 05 - JAN 06

An advertising concepting workshop that teaches creative concepts to aspiring AD or CW students

INTERESTS

Finding inspirations through food, snowboard, travel, photography, and other simple things.